

Message

From: Gromer, David [Gromer.David@epa.gov]
Sent: 7/23/2020 7:08:34 PM
To: Johnson, Taylor [Johnson.Taylor.C@epa.gov]; regionalpress [regionalpress@epa.gov]
CC: OWC [OWC@epa.gov]; R2 Social Media Team [R2_Social_Media_Team@epa.gov]; Widener, Charles (Chuck) [Widener.Charles@epa.gov]
Subject: For Approval: Region 2 Proposed Social Media Content 7/27 - 7/31

Hi all,

Please see below Region 2's proposed social media content for the week of 7/27 – 7/31. Please review and let us know if we are good to post next week!

Thank you very much.

Best,

David

TOPICS:

Monday - July 27, 2020: Berry Lane Park / CCLR Brownfields Webinar

Tuesday - July 28, 2020: Gowanus CAG Meeting

Wednesday - July 29, 2020: Riverside Public Meeting

Thursday - July 30, 2020: Areas of Concern Informational Post

Friday - July 31, 2020: Lake Appreciation Month Lake Champlain Basin Program

TOPIC	POST DATE	MESSAGE
Berry Lane Park	Monday – July 27, 2020	Twitter/Facebook: #EPAat50:Once a #brownfield, Berry Lane Park in Jersey City, New Jersey is a shining example of how communities work together to turn a wasteland into a recreational oasis! #BetterTogether
CCLR Brownfields Webinar	Monday – July 27, 2020	Twitter: @LandRecycling is hosting a free #Brownfields webinar on July 30 from 11am to 12pm. The webinar will focus on prioritizing sites and tips for online marketing. Register here now: https://us02web.zoom.us/meeting/register/tZwufu6vqDkiG9fQU5qjZ8UYsxNKYAQA_Jto?mc_cid=2858282828&utm_medium=email Facebook: Brownfields redevelopment is a worthy goal as repurposed sites can drive community economic revitalization. Engaging communities around Brownfields sites is important and utilizing online marketing tools and print materials, like fact sheets or community updates, are crucial for effective partner and stakeholder engagement. If you're interested in learning more about taking inventory, prioritizing sites, and online marketing, join us for a free webinar to discuss these topics and more on Thursday July 30 from 11a-12p. Register today: https://us02web.zoom.us/meeting/register/tZwufu6vqDkiG9fQU5qjZ8UYsxNKYAQA_Jto?mc_cid=2858282828&utm_medium=email

Gowanus CAG meeting	Tuesday - July 28, 2020	<p>Twitter:</p> <p>#ICYMI The next virtual @GowanusCAG meeting is on tonight at 6:30 pm. We'll be discussing the latest Gowanus Canal #Superfund site and will be answering your questions. Come and join us. Thank you for</p> <p>Facebook:</p> <p>Tonight is the next virtual meeting of the Gowanus CAG, where we'll be discussing the latest developments at the #Superfund site, as well as answering your questions. We look forward to your participation.</p> <p>Your participation in community advisory group meetings is evidence of the dedication of the community to clean up the waterways and #Superfund sites. Thank you for your continued support!</p>
Riverside Public Meeting	Wednesday – July 29, 2020	<p>Twitter:</p> <p>We will be hosting a virtual public meeting on Wednesday Aug 5, 7p – 9p, to present the plan to clean up the #Superfund site. We'll be answering your questions too. Your input is important to us and the work we are doing. Register here: https://www.eventbrite.com/o/us-environmental-protection-agency-30042459368</p> <p>Facebook:</p> <p>The proposed plan for cleaning up the Riverside Industrial Park #Superfund site, located at 29 Riverside Avenue in Newark, has been selected after considering several alternatives. We will be hosting a virtual public meeting on August 5 from 7pm to 9pm and answer questions concerning the plan on August 5 from 7pm to 9pm. Register here: https://www.eventbrite.com/o/us-environmental-protection-agency-30042459368</p> <p>Public input is essential to EPA's decision making, and public comment is important to both the agency and the community. We have now opened up the public comment period, which will run until August 21. You can also read the proposed plan here: http://www.epa.gov/superfund/riverside-industrial</p>

Informational Thursday – **Twitter:**

post on July 30,
Areas of 2020
Concern

Are you familiar with Great Lakes Areas of Concern? An area of concern is an area where the ecosystem could be impaired due to serious pollution problems. There are currently 36 AOCs on EPA's AOC list. Read more here: <https://www.epa.gov/great-lakes-aocs>

Facebook:

Are you familiar with Great Lakes Areas of Concern? An area of concern is an area where the ecosystem could be impaired due to serious pollution problems. In other words, it's a site that has experienced environmental degradation. There are currently 36 AOCs on EPA's AOC list, so maybe there's one in your area. Find out more here: <https://www.epa.gov/great-lakes-aocs>

Areas of concern were first designated in 1987 when the United States and Canada established the U.S.-Canada Great Lakes Water Quality Agreement due to environmental degradation as a result of human activities.

Lake Friday - July
Appreciation 31, 2020
Month: Lake
Champlain
Basin
Program

Twitter: S/O to our partner, @LakeChamplainBasin Program, for preventing the highly invasive aquatic plant hydrilla from invading Lake Champlain. Learn more about how they prevented the aquatic plant from invading the lake at www.lcbp.org/2019/10/lake-champlain-steward-intercepts-hydrilla/ #HappyLakeAppreciationMonth!

Facebook: Shout out to our partner, Lake Champlain Basin Program, for the work they're doing to protect Lake Champlain. Over the past year, the program has been working to prevent the highly invasive aquatic plant hydrilla from invading the lake. Hydrilla is known to displace native plants, clog waterways, and interfere with boating, fishing, and swimming. It's hard to control, which is why interception is essential. Learn more about how Lake Champlain Basin Program is preventing the aquatic plant from invading the lake at www.lcbp.org/2019/10/lake-champlain-steward-intercepts-hydrilla/ #HappyLakeAppreciationMonth!

[Placeholder for RA PR Trip Retweet]	Friday - July 31, 2020	Twitter: [placeholder]
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